

August 2, 2013 By Fed-Ex for Priority AM Delivery Mon, Aug. 5, 2013

To: Tom Moore, University Spokesperson
University Communications
300 Plaza Center One / 125 S. Dubuque St.
Iowa City, IA 52242

cc: Sally Mason, President
President's Office
101 Jessup Hall
Iowa City, IA 52242-1316

Dear Mr. Moore,

Attached is an embargoed release I will issue Monday, August 5, at about 2 PM EDT on the annual college ranking lists in the new 2014 edition of The Princeton Review book, *The Best 378 Colleges* (enclosed) that publishes Tuesday, August 6.

The release references 18 of the 62 ranking list categories in the book and names the #1 schools on those lists. Among them: the book's "Party Schools" list on which the University of Iowa is #1. This appears on the second page of the release, in the bulleted list titled, "Other lists in *The Best 378 Colleges* and #1 colleges on them..."

All 62 of the ranking lists in this book are based on The Princeton Review's surveys of students at the 378 schools in the book. On the 80-question survey, students rate their own colleges on a wide range of topics and report on their campus experiences at them. The "Party Schools" list and corollary list, "Stone-cold Sober Schools," (also cited in the release) are both based on students' answers to survey questions concerning: the use of alcohol and drugs on their campus, the popularity of the frat/sorority scene at their school and the number of hours they report they study each day outside of class time. For the ranking lists in this edition, The Princeton Review tallied surveys of 126,000 students attending the 378 schools in the book. (Note: students do not "vote" schools onto a ranking list, nor does The Princeton Review tally more than one survey from an individual student about his/her school per academic school year.)

The University of Iowa is also on five other ranking lists in this edition of the book including #7 for "Students Pack the Stadiums" (attached is a sheet listing them all).

The ranking lists are in the book on pp. 37-52: "School Rankings and Lists." Information about how Princeton Review conducts its student survey, which is the sole basis for the rankings, is on p.22 in the book - "About Our Student Survey for our 'Best Colleges' Books."

In the book's profile of the University of Iowa (pp 638-39), you will also see rating numbers. The ratings are scores on a scale of 60 to 99 that The Princeton Review gives to all 377 schools in the book in eight categories. Unlike the ranking lists (which are based solely on data from the student survey) the rating scores are based primarily on institutional data the schools provide to

The Princeton Review. Information about the bases for all the ratings in the book is in the introductory section, "How This Book is Organized" (p. 23).

Also a note the book's profiles: With the exception of the profile section titled "School Says.... From the Admissions Office" (which is supplied to us by the schools) all comments in quotes in the profiles are from students we surveyed at the university. The profile sidebar, "Survey Says" lists some of the topics on the student survey that students showed high agreement about. All text not in quotes in the profile is from The Princeton Review writers/editors. All data in the profiles was provided directly to us from the schools in 2012-13, and we submit a copy of the school profile to our institutional contact at the school in March for review and fact-checking during our editorial process each year.

The Princeton Review has featured the University of Iowa in its annual "Best Colleges" guidebook for 22 years (since the first publication of it in 1992). The guide profiles the undergraduate institutions that the Princeton Review considers academically excellent -- the best in the country for undergraduate education: only about 15% of the nation's four-year colleges are in it. The schools are also recommended on Princeton Review's website, where all of the book's ranking lists, rating scores and school profiles, information about the methodology for the rankings and other content in the book is reported and accessible for free.

The Princeton Review also recommends the University of Iowa to students in other resources that are available for free. Among them: the *"The Princeton Review Guide to 322 Green Colleges,"* a free downloadable booklet <http://www.princetonreview.com/green-guide.aspx> that the Company annually publishes in April in partnership with the U.S. Green Building Council. UI has been in this guide for all four years we have published it – largely due to the high "Green" rating scores it has received from The Princeton Review for its commitment to the environment and sustainability programs. Its new score for 2014 is 87.

The university is also one of 155 institutions The Princeton Review recommends as "Best in the Midwest" in its website section, Best Colleges, Region-by-Region: <http://www.princetonreview.com/best-regional-colleges.aspx>

On Monday early afternoon, The Princeton Review will post on PrincetonReview.com: the school profiles, the book's 62 "top 20" ranking lists, our press releases and other information. Shortly afterwards, The Princeton Review will email its administrative contacts at each school information about the book's publication and their school's inclusion in it, including a pdf of their profile in the book, a list of ranking lists the school is on, our news release and other resources. (I have added your name to the list of individuals at the University of Iowa to whom the Princeton Review will be emailing this information.)

If you have any questions, I'd be happy to answer them or put you in touch with the appropriate persons at The Princeton Review.

Sincerely,

Jeanne Krier
Publicist for Random House / Princeton Review Books
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